Emily Dalton
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Experience

Digital Content and Systems Coordinator
Northwestern University Press | Evanston, IL | January 2015 – Present

- Using Drupal content management system, oversee bi-weekly refresh of product data pages using XML feed. Update news and events, staff listings and other static pages as needed.
- Launched a new blog in winter 2017. Vet and edit content produced by press authors for readability by a lay-audience. Occasionally write brief promotional pieces.
- Manage complex metadata for highly specific scholarly book projects. Ensured that product data was accurate and fresh across distribution platforms and on the eCommerce site.
- Led eCommerce initiatives utilizing email marketing and targeted advertising. Saw 50% increase in overall sales during the 2017 fiscal year.
- Author reports in Crystal querying product data warehouse which facilitate top-down analysis of product data. Enabled press-wide participation in normalization and QA of over 1,000 active titles.
- Served as social media manager for the marketing department. Curated original content, designed digital assets, promoted book publicity across Twitter, Facebook and Instagram. Oversaw 20% month over month follower growth on Instagram during summer 2017.

Data Analyst
Industrial Data Associates | Chicago, IL | September 2013 – December 2014

- Optimized search terms, mapped and refined data models, classify products and normalize eCommerce product data for manufacturers and distributors of technical, scientific, and industrial products.
- Fostered subject matter expertise on client products and eCommerce practices through research and competitor analysis.
- Improve client site search through pinpointing of terminologies, attributes and categorization structures critical to product definition and retrieval in search.
- Created succinct and clear reference content and descriptions from complex product specifications.

Assistant Editor, Digital Assets and Information Architecture
Quarasan | Chicago, IL | July 2012 – August 2013

- Coordinated content delivery, managed information hierarchy, and authored sitemap for a national cross-disciplinary digital curriculum for Pearson Education.
- Worked collaboratively with client representatives, in-house editorial, project management, and production teams to ensure successful asset delivery schedule.
- Trafficked thousands of assets in content database, tracking asset IDs, rights and branding information.
- Oversaw back-end digital rework during product testing, including troubleshooting and bug resolutions.
- Managed media uploads to live site using proprietary content management system.

Digital Publishing Specialist, May 2011– July 2012
Publications International, Ltd. (PIL) | Lincolnwood, IL |October 2008 – July 2012

• Oversaw organization and migration of PIL's visual content to outside buyers during licensing agreements.
• Created and managed department schedules and project assignments for production team, and updated continually shifting deadlines for a docket of hundreds of projects.
• Typeset and laid out book projects, periodicals, and corporate business cards supporting Art Directors and Editors while developing fixed-layout and reflowable ebooks for tablet platforms.
• Planned and constructed new company-wide FileMaker databases with Director of Database Development.

Visual Resource Specialist, October 2008 – May 2011
Publications International, Ltd. | Lincolnwood, IL |October 2008 – July 2012

• Conducted photo research accessing stock agencies, historical societies and photographers to obtain cost-effective images.
• Saved thousands of images from loss or damage by implementing up-to-date archival practices in photo library.
• Trained others on methods including keyword search and gallery creation to fulfill image needs using Extensis Portfolio.
• Spearheaded a major keywording project to enhance searchable image volume within Portfolio.

Other Skills

Analysis	Database	Design	Programming and CMS
• Crystal Reports	• Extensis Portfolio	• Adobe Acrobat	• CSS
• Google Analytics	• FileMaker Pro	• Adobe Bridge	• Drupal
• Microsoft Excel	• Microsoft Access	• Adobe Dreamweaver	• HTML
		• Adobe Illustrator	• RegEx
		• Adobe InDesign	• WordPress
		• Adobe Photoshop	• XML
		• Adobe Premiere	

Education

B.A., History of Art, University of Michigan